



**EUROVELO AND CYCLE TOURISM
CONFERENCE 2018**
LIMBURG BELGIUM, 26 - 28 SEPTEMBER
EXPERIENCE THE UNIQUE



Session A – Blazing a Trail: Innovation in Cycle Tourism

The theme for this year's EuroVelo and Cycling Tourism Conference is 'Experiencing the Unique' and this session brings together examples of innovation that are allowing visitors to enjoy unforgettable experiences on two wheels. These range from service providers coming up with tailored offers for cyclists, to the use of innovative marketing strategies to reach out to new audiences. Innovative approaches to governance can also be important to producing successful cycle tourism products while the use of the very latest technology in bicycle design can add significantly to the experience of tourists.

